

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR
ASSESSING MARKET TRENDS IN A SUPPLY CHAIN MANAGEMENT
FRAMEWORK**

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ABSTRACT

A system, method and computer program product are disclosed for assessing market trends in a supply chain management framework. A network is utilized to receive data that relates to the sale of goods by a plurality of stores in a plurality of regions. The received data is tagged with a date on which it was collected and then organized by region and dates. Market trends are then assessed utilizing the organized data.